

**Campaign of the Year**

**Stage 2 Interview Dates: 17th & 24thSeptember 2025**

**Criteria**

* *This award is open to businesses not in the marketing sector.*
* *Eligible campaigns should have concluded within the last 12 months.*
* *Financials must be completed for your entry to be put forward for stage 1 judging. Should there be any discrepancies in your financials please ensure to explain in your answer.*
* *Entries must have a Doncaster focus in particularly references your business has had on the area or community.*
* *Max word count for scored question of 1000 words.*
* *Entrants may provide a maximum of 3 pieces of evidence to support their submission. Evidence must consist of images only i.e. charts/pictures. Entrants may be asked for additional information, including evidence of financial information, at the interview stage (Stage 2).*
* *All completed entry forms must be returned back to* [*awards@doncaster-chamber.co.uk*](mailto:awards@doncaster-chamber.co.uk) *by Sunday 8th June 2025.*
* *Please ensure to block stage 2 interview dates out in your diary should they be needed as they cannot be moved or changed to an alternative.*
* *Stage 2 judging visits will take place at your premises listed below. If you do not have an alternative you will be required to find a room where this can be held.*
* *Maximum 3 categories per company can be entered.*
* *All entries will be screened prior to stage 1 and entries with limited information or no financial information will not be put forward for judging.*

**Guidance**

* Describe the aims, target audiences and key messages of your campaign. Set out clearly what the campaign was meant to achieve, which audience(s) you aimed to reach with it, and the specific messages that you sought to communicate.
* Demonstrate that you had a clear goal in mind from the very outset of the campaign. You should also show an understanding and knowledge of your audience and how this shaped your approach and key messages.
* Describe the campaign design, activity undertaken and channels used. Include clear descriptions of what you did and what channels were used (i.e. Press Releases, Social Media, Physical Collateral, Videos, Website Content, Events, Lobbying etc.)
* Detail how the campaign was effective and stand out from those of competitors. Include hard stats, metrics and feedback. For instance, you could measure social media reach, the amount of press coverage that you received, or responses captured from your audience. Did you campaign do what you intended?
* Detail how your campaign positively impacted your business. Include relevant stats or metrics on growth/retention/financials etc.



­­



**Company Information**

Company Name:

Contact Name:

Contact Number:

Email:

Address for Stage 2 Interview Visit if Required:

How many employees does you company employ (full time equivalent):

**Please briefly tell us about your business to provide the judges with some context for your answers. Here, you may want to reference your sector, main business activities, competitors, products and services.** (Max. 400 words, unscored)

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2023/24 | 2024/25 | 2025/26 (Projected) |
| Turnover |  |  |  |
| Profit |  |  |  |

Should you win in your category, we will play a song of your choice as you walk up on stage to collect your award. Please list your first and second choices below. Doncaster Chamber reserves the right to change any song. If no track is selected, Doncaster Chamber will allocate a song on your behalf.

**First Choice Second Choice**

**Why does your business deserve to win this award? (Max 1000 words)**

